

The Sea Coast Echo

The County Paper.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISSISSIPPI, SATURDAY, JANUARY 16, 1926.

35TH YEAR—No. 3

\$2,000.00 IN RICH PRIZES TO BE DISTRIBUTED MARCH 5TH BY THE SEA COAST ECHO TO CONTESTANTS

ONE 1926 MODEL FORD SEDAN, ONE \$125.00 DIAMOND RING, ONE CROSLY RADIO SET AND FIVE HUNDRED DOLLARS IN GOLD.

Astoundingly Generous Enterprise Launched by The Sea Coast Echo Today; Wealth of Gifts for Workers; Competition Open to All Men, Women, Boys and Girls of Bay St. Louis and Vicinity. Everybody Wins.

On page five of this issue appears a comprehensive description of The Sea Coast Echo's Big Automobile Prize Contest and Subscription Drive. Rules and regulations, together with other information, will be found on another page.

We are out for 3,000 new subscriptions. Are you with us? While The Sea Coast Echo already enjoys a wide circulation in this community, this paper is desirous of increasing its family of readers in Bay St. Louis and the surrounding cities and communities.

With this end in view, we have planned and today announce the most liberal prize offering ever made the newspaper reading public in this section of the State—a campaign in which a Brand New 1926 Model Ford Sedan, worth \$775.00; a diamond ring, worth \$100.00; a radio outfit, besides a veritable shower of gold, will be awarded FRED of the night of March 5th. All of this to the authors and hustling men and women, boys and girls of Bay St. Louis and surrounding territory.

Our Slogan "Everybody Wins!" One of the features of this big prize distribution is the fact that there will be no losers in this race. A 10 per cent CASH COMMISSION will be paid all active non-prize winners, which in itself is a good business proposition. This is not a something-for-nothing scheme; in fact, it is no scheme at all; neither is it a charitable undertaking on the part of The Sea Coast Echo. It is a business proposition pure and simple. Its object is to advertise, jointly, this newspaper and the splendid qualities of the 1926 Ford Sedan; to secure new and renewal subscriptions to The Sea Coast Echo; and, last but not least, to win for this newspaper a welcome in every home in Hancock county.

Want 3,000 New Subscribers. Will it pay? This is the question that will naturally occur to all who read this announcement.

Yes, it will pay. Not in dollars and cents, possibly, for the expense of the undertaking is very heavy, but here are dividends that a newspaper earns other than that expressed in terms of money. During this campaign thousands of new subscribers will be added to our present list, which means an immediate enhancement to the potency of this newspaper as an advertising medium—the principle source of revenue for newspapers; a large number of Bay St. Louis and Hancock county's best hustlers will be happier and richer in pocketbook as a result thereof and there will be a general amount of satisfaction in all that, besides the general good engendered and the prestige gained for this newspaper will be almost inestimable.

Short and Snappy Affair. This contest will not be a long-drawn-out affair of several months' duration, but extends over a period of SIX AND ONE-HALF WEEKS (3 1/2). Think of being able to secure in six and one-half short weeks time, awards that ordinarily require months, even years of self-denying to acquire—yet here they are offered to you for a few weeks of your spare time in helping us extend our subscription list.

The competition will be more interesting and far-reaching than ever before undertaken in this country. The prizes are not only rich in material value, but are in keeping with the broad and liberal lines along which the entire enterprise has been drawn. AMBITION AND ENERGY are the only requisites for success. SIX AND A HALF SHORT WEEKS and you may be riding in your own big automobile.

Information and Assistance. In order to give everyone who enters this contest the greatest possible assistance, a contest department has been created and an experienced manager placed in charge, who will devote his entire time and attention to those who desire to participate. Come in and see him personally and get first hand information regarding how to enter the contest, how prizes will be awarded, etc. He will help you in every way to be a big prize winner.

Nominations are now open. Enter your name or the name of a friend at once and be among the first in the field. Remember, EVERYBODY WINS in this contest.

MRS. ZULINE ADAMS DIES. Aged Lady Residing at Local Home Suddenly Passed Away Thursday Morning at 10 O'clock—Remains Taken to Biloxi for Interment.

General regret was expressed Thursday morning in this city when it was learned that Mrs. Zuline Adams, residing at the local home, had suddenly passed away. She was 82 years of age and had been in failing health for some time, but no one suspected the end was so near.

The remains were taken to Biloxi Thursday evening on the second Coast train to the home of Mrs. Augustus Adams, a niece and daughter of the deceased, from the Catholic Church. Interment was at the local cemetery. Mrs. Adams had made her home with the Adams family for some time, and was well known here.

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FOR CHILDREN'S RECREATION.

Bay Rotary Club Fosters Plan to Ask City to Build Skating Rink at City Park for Children—Committee to "Get Busy."

Speaking for the boys and girls of Bay St. Louis, on the occasion of "Boys' Night" at the Bay St. Louis Rotary Club banquet and meeting Wednesday night, John DeArmas rose and spoke for a recreation place, a skating rink, where the boys and girls of the city might enjoy themselves safely and unmolested, since the city had passed an ordinance forbidding skating on the streets and sidewalks.

He said while he was for the boys and girls skating, he was not opposed to the ordinance. He thought it was wise. Following his talk he made a motion, which was carried, that a committee be appointed from the Rotary Club to call on the Board of Mayor and Aldermen and ask that body to build a concrete rink in the City Park. He said as a civil engineer his service for designing and planning would be given free, and that he was authorized to offer the services of the Hogan Construction Company free. The city would only pay for the actual material and labor.

The chair appointed the committee: H. S. Weston, John DeArmas, Emile J. Lacoste, John O. Mauffray, George R. Kila. They will appear before the next session of the City Council. We felt satisfied they will get the rink. It should be given.

E. J. LACOSTE TO HEAD BAY-WAVEL'D YACHT AND A. CLUB

Ernest J. Leonhard, Retiring Commodore, Is Made Honorary Commodore—Bernard C. Shields and John K. Edwards Vice Commodores.

At the annual meeting of stockholders of the Bay-Waveland Yacht and Athletic Club, held Thursday night at its clubhouse, on the beach front, Emile J. Lacoste was elected commodore, succeeding Ernest J. Leonhard, who resigned after serving a tenure of five consecutive terms.

The stockholders, at their meeting, prior to the election of board of directors, created a new office, one of honor and distinction, known as honorary commodore, and to this E. J. Lacoste was unanimously elected. For the year 1926, the stockholders elected the following named to serve as forectors: Bernard C. Shields, E. J. Lacoste, John K. Edwards, P. V. Lacoste, E. J. Leonhard, C. C. McDonald, George R. Kila, Chas. G. Moreau, Ed. Schwartz, H. C. Glover, R. N. Blaize, Harold Weston.

In turn the directors elected the following officers: Honorary Commodore—Ernest J. Leonhard. Commodore—Emile J. Lacoste. Vice Commodore—Bernard C. Shields. Senior Commodore—John K. Edwards. Treasurer—P. V. Lacoste. Assistant Treasurer—George R. Kila. Secretary—Emile J. Dubuc.

The reading of various reports found the club in excellent shape, and that its activities for 1925 had been in excess of the year previous. It was stated a number of new members had been added to the club's roster and there were a number of prospective.

Classes of membership were established for the new year, juvenile, junior and senior, at \$6.00, \$8.00 and \$13.00 respectively, plus the war tax of 10 per cent. This was done with a view of extending the scope of the club and to give the younger men and boys an opportunity to enjoy the privileges of the club.

Ernest J. Leonhard, retiring commodore, was selected to fill the new place of honor, honorary commodore, and this was indeed most fitting. Commodore Leonhard was one of the originators of the club movement and worked hard and successfully with his associates for it. His efforts have been unswerving and it is well that his activities have been such as to place the club to the place where it stands. No man worked harder for the Bay-Waveland Club. It is with much satisfaction his success for the club is noted.

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A MESSAGE TO THE VOTERS FROM A SCHOOL HEAD

Malcolm E. Gillis, in Charge of City Schools and Head of Central School, Issues Statement of Fact to Voters For Next Saturday.

A special city election will be held in Bay St. Louis on Saturday next, January 23rd, for a special bond issue of \$67,000.00, the proceeds of which will be appropriated toward the building of a new Central School building, to take the place of the inadequate and unsafe building. We are officially assured that this will not require one cent of taxation, that the extra 5 mills levy we have been paying since last year will take care of these bonds as they mature.

A word in the premises from a school head, one who has not only authority, but knows whereof he speaks because of his daily contact with things and conditions as they exist, is best qualified to speak. Hence The Echo publishes herewith an expression from Prof. Malcolm E. Gillis, in charge of the city schools, and head of the Central School, his message addressed "To the Voters of Bay St. Louis."

"As you will have an opportunity on January 23rd to make a progressive move in public education, I am constrained to present to you a few facts showing the needs of a new Central School building."

"The present building is wholly inadequate for our school, and on this plea alone a new one should be provided. The congested condition in the grammar grades makes it impossible for the best work to be done. We have two grades in each room and from thirty-five to fifty students being taught by one teacher. This gives very little time to each class and practically none to the individual student. The result is that the students, even the best ones, go through the grades deficiently trained and come into the high school poorly prepared for its work. Consequently much time in the high school is devoted to review of fundamentals which should have been received by the students in their earlier training. As long as this condition exists our school cannot offer the best advantages to your children and to the children of your neighbors. As long as the citizens of this city allow the present condition to prevail you cannot expect your children to grow into manhood and womanhood well prepared for life's work."

"The very first thing needed to relieve this evil, congested condition is room. The proposed bond issue will provide a building with a room for each grade and more desirable conditions for the high school. 'Some of our best citizens contend that the city cannot afford further public improvement. But their zeal for the city's betterment has stopped one step too short. The city has neglected its greatest asset—its children—its future citizens. Our job is to the citizens who stand for progress and who are interested in the welfare of Bay St. Louis.'"

BANK TO BUILD NEW VAULT. Merchants Bank and Trust Company, of Bay St. Louis, Announces Immediate Building of Latest Deposit Box Vault.

Ever keeping step with the progress of our city, it is noted the local bank has always kept abreast of the times—in front of the vanguard ever pushing ahead. Our banks have ever anticipated expanding conditions and more than met every requirement of condition and demand.

At a meeting of the board of directors of the Merchants Bank and Trust Company, held Friday night, a contract was closed with the Mosler Safe Company, of Hamilton, Ohio, and the firm of Geary & Oaks, New Orleans and Bay St. Louis, for the construction of a safety box vault, the building to be 6x30, to be constructed of heavily reinforced steel, artificially heated in winter and cooled in summer.

Plans for the building proper are in the making by architects in the office of Geary & Oaks, who also have the contract for construction and work is to begin possibly within 30 days, no later than 60.

A reporter of The Echo learned this improvement will involve an expenditure of approximately \$12,000, the major part of which is in excess of the paid out profits of last year for the bank's use.

Two hundred and thirty-one safety deposit boxes, of varied sizes, will be offered the public and at the lowest rental rate possible. These boxes will be of latest type and equipped with newest locks. The new building, annex to the present building, will be situated on the west side or rear of present main structure, of which it will form a part. The interior will be divided into two compartments—one for the depositors and the other exclusively for the bank's use.

A massive door, constructed of iron steel, exclusive product of the Mosler Company, will guard the entrance, and weighing 22,000 pounds. It will be fire-proof, burglar-proof and bomb-proof. The improvement will be all of the very latest and of the most approved type.

PROMINENT VISITORS TO BAY

Officials of Cumberland Telephone Spend Day Here on Tour of Inspection and Find Conditions of Business Satisfactory.

Resident Manager J. J. Hood, of the Cumberland Telephone and Telegraph Company, had during the week visiting the local exchange and general plant of the company prominent visitors, who were here in the interest of the business. After a thorough examination of the company's affairs and property here they declared themselves as well satisfied with all that they saw.

Mr. C. O. Bickelhaupt, who was accompanied by Mrs. Bickelhaupt, is the operating vice president from Atlanta, and headed the party. Mr. F. M. Craft, chief engineer, also from Atlanta, was of the party. Others included Mr. E. W. Gibbons, Mississippi plant superintendent, Jackson, Miss.; Mr. A. Berzette, district plant chief, of Hattiesburg, Miss.; Mr. A. L. Kishburn, group manager, of Gulfport, and Mr. J. E. Breaux, resident manager at Biloxi.

It is understood that the company will continue to make local improvements. It is no secret that during 1925 the Cumberland Company spent from \$10,000 to \$15,000 bettering their outdoor equipment, rebuilding and expanding, and with a view of better service. This year it is expected possibly a similar sum will be expended. However, it is certain vast improvements will be made, for we understand that was in a sense the mission of the party's visit.

James T. Barry, traveling representative National Chamber of Commerce, appears before Bay St. Louis Chamber of Commerce with address.

James T. Barry, traveling representative National Chamber of Commerce, at Washington, is a visitor to Bay St. Louis this week, and on Friday afternoon was the guest at a special meeting of the directors of the Bay St. Louis Chamber of Commerce. His object was to address the local organization, to create an affiliation and to better assist the local work.

Mr. Barry, addressing the chair, spoke to the individual members and the secretary as well, emphasizing and stressing every point, answering questions as they came from the different people present. He spoke of development along agricultural lines. He said the Bay St. Louis Chamber of Commerce should invite capital and industry to Hancock county, and that Bay St. Louis, with its wonderful climate and soil, should excel in farming and the like.

He said the local organization in line with his talk, for it is anxious to see industry come to Bay St. Louis, and see business thrive.

Bay St. Louis Chamber of Commerce, through its secretary, Albert Sidney Johnston, has written to the United States Chamber of Commerce at Washington for information as to how to affiliate with that body, and hopes to be in a position to supply interested parties with literature and directions as to how to improve local dairy conditions, and to instill in the people of Bay St. Louis the necessity of enterprise.

The Bay St. Louis Chamber of Commerce has endorsed the Mississippi Coast Club and is launching a drive to advertise Bay St. Louis to the entire United States.

The Chamber of Commerce is strictly a business organization and invites business men to confer with it for suggestions and methods to improve and expand their business; it also invites the people of Bay St. Louis to become members and help Bay St. Louis grow.

The Chamber of Commerce is one of the most highly esteemed residents of this section, where his family occupies position and standing. The son was one of several children. He was a splendid young fellow; a manly and lovable chap, and his death is all the more deplored by the many friends and acquaintances of the family.

The bereaved family have the sympathy of The Echo in the hour of darkness that has thrown its shadow across the home.

CARD PARTY FOR NEXT WEDNESDAY. There will be an afternoon card party on the afternoon of next Wednesday, February 20th, at 2:30 o'clock, at the Weston Hotel. This will be given by the Catholic Neighborhood Circle No. 1, for the benefit of its treasury, which since the Community Christmas Tree entertainment is practically depleted.

There is much work for the circle these days, supplying fuel and clothing to the needy, and carrying on other charitable work. Every one who attends the card party will not only enjoy a delightful afternoon but will be contributing to a worthy cause.

The Echo has been requested to make an urgent call in the interest of the cause. We feel this is not necessary, as everyone charitably inclined will either attend or, if not able to do so, will send a contribution.

BAY CITY C. OF C. HEARS VISITOR FROM NAT'L C. OF C.

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CANDIDATES FOR MAYOR UNITE

All Three Agree City Should Issue Bonds and Build New Central School—No Division of Opinion on Subject—Matter Urged.

Candidates generally differ, but in the case of the proposal that the city of Bay St. Louis issue bonds in the amount of \$67,000.00 for the construction of a new Central School building, there is no difference of opinion. In fact, favoring the bond issue and schools is one of the principal and identical planks of the platform of all three candidates. Let us see how they stand, and what they say. The Mayor first:

Mayor G. Y. Blaize. "I want to appeal to the public in general to turn out and vote for the bond issue for the new Central School. I favor this unreservedly, and cannot urge too strongly on the advisability of voting for the bonds. I give you my word and honor that this bond issue will not increase your taxes whatsoever. We already have a 5-mill levy for school building purposes, giving us \$11,000 or more per year, which will take care of this bond issue. This provision was made October, 1925, by carefully re-adjusting the budget."

Alderman Wm. Sick. "I am in favor of a good, modern school building for the Central School and such other things necessary for all other schools, as education of youth is the subject that should be first and uppermost in the minds of officials."

Alderman Sick, candidate for mayor, wants it to be well understood he favors schools for all children. That he favors the bond issue, because it will bring knowledge and future happiness and prosperity of the boys and girls of today who will be the men and women of tomorrow.

H. C. Glover. Harry C. Glover says he is unreservedly in favor of the bond issue. That he is doing all he can to see that the issue is voted favorably upon at the polls on Saturday next.

"You cannot progress and enjoy prosperity, neither can you build up your town and expect people to come to Bay St. Louis, unless you have first class schools, facilities, and these must be afforded by the city. Our schools are paramount, and if I am elected mayor it will be my one ambition to see that the public schools get all that can come to them. We must build better and bigger schools and as our people have never shirked anything in the sense of a duty, at least, they will not be found wanting on Saturday next. I feel confident of this. I am for Bay St. Louis first, last and all the time."

LOCAL ROTARIANS ENTERTAIN BOYS AT LUNCHEON. Bay St. Louis Rotarians Put on "Boys' Night"—Supper of Schools S. P. Powell, of Kila, Delivers Address to Boys—Hon. E. J. Gex Also Speaks.

When the Bay St. Louis Rotarians entertained at their regular luncheon Wednesday at the Hotel Weston, at 7 o'clock, they had every member to invite one or two boys as guests and called the event "Boys' Night." The affair went over very well and was one of the most interesting events of its kind that occurred.

An unusually excellent menu was served. Following this the chair introduced the speaker of the evening, the man who had come to speak to the boys, Prof. S. P. Powell, superintendent of the Consolidated School. A man whose successful work with boys is well known, and who frequently the subject of favorable comment.

Mr. Powell said many things that were striking. A father and son should be companionable, he said; in too many instances there was a barrier, and that this should be removed. A boy should be given certain latitude and enjoyment. The address was practical and excellent.

Hon. E. J. Gex followed with a number of remarks along similar lines, and it was safe to say both father and sons went home with a store of food for thought. In all the affair was one of unusual interest and the hope was expressed that Rotarians would soon repeat a like program and have the boys present.

Clyde Sylvester, called upon by the chair, voiced the appreciation and thanks of the boys present. Participating that evening were the following named:

H. S. Weston, Logtown, Miss.; C. G. Moreau, John Donahoe, Henry Heitzman, J. E. House, Forrest Summers, Geo. J. Kila, Enman, W. Tremoulet, Jr., O. T. Arnold, Rene deJoussaint, City; Prof. S. P. Powell, L. Baker, Albert Leander, Kila, Miss.; E. J. Gex, J. McDonald, J. L. DeArmas, Harold Payne, G. R. Res, J. O. Mauffray, F. P. Cassidy, Adolph Schreck, C. G. Moore, Gretna, W. M. Mett, Clyde Sylvester, H. C. Glover, Dr. J. A. Evans, E. Blount, J. Tremoulet, Robert Camors, Dr. A. P. Smith, Winfield Partridge, E. J. Gex, J. L. DeArmas, M. Shipp, Oswald Blaize, Jno. Olinach, Winston, Sigsbee, C. A. Breath, Velma Baker, Jno. Seaford, Leand Moreau, Mrs. H. C. Canty, Bay St. Louis.

GIRL SCOUT NEWS. Although the readers of The Echo have not heard from us for many weeks, we have been diligently working to organize a full troop and earn our uniforms.

Meetings and hikes were interrupted by the holidays, but were resumed last Friday and will continue to be held every Friday at half-past six.

When our work is better known we plan to have a tag day in order to raise funds for a troop flag. "Watch us grow!"

THE SEA COAST ECHO

ECHO BLDG.
Thirty-Five Years of Publication.Chas. G. Moreau, Editor and Publisher.
Official Journal Board of Supervisors.
Official Journal City Bay St. Louis.Member National Editorial Association.
Member State Press Association.Subscription Terms, \$2.00 Per Annum.
Always in Advance.Sometimes a white lie will brighten
a dark outlook.Many are goers, but a measurably
smaller number are getters.A buyer of bootleg whiskey has a
kick coming and usually gets it."Hold fast to that which is good"
until you can grab something better.Some find it difficult to get mar-
ried; others find it harder to stay
that way.Getting down to bed-rock, geology
is perhaps the hardest subject in the
curriculum.Reformers should not be discour-
aged. Think how long it took to
jail the first millionaire.The fellow who used to write the
Ford jokes is now trying to say fun-
ny things about Florida.It would be helpful if our coal
miners would stick to their digging
like the archaeologists do.How terribly the New Yorkers
must miss the food they used to get
in those padlocked restaurants.Perhaps a fair compromise would
be to abolish capital punishment,
provided the gunmen abolish kill-
ing.Ole Buck says an evangelist is the
only salesman who can increase his
business by bawling out his custo-
mers.In view of all the worry over sur-
plus crops, perhaps our agricultural
experts should teach farmers how
to raise less stuff.A Florida newspaper gives its
readers the timely warning that it is
unsafe to walk on ice which is less
than two inches thick.Those three fishermen who were
rescued after two days on a floating
cake of ice kept perfectly cool dur-
ing the entire adventure.Six billion bananas were imported
into the United States in 1925, and
we are wondering whether it was be-
cause of the song or in spite of it.Philadelphia calls it a sesqui-cen-
tenial, which probably means that
it will celebrate the fiftieth anniver-
sary of the centennial celebration of
1876.It is estimated that people of the
United States spend about seven
times as much for luxuries as they
spend for education.America's perplexing corn surplus
problem may be solved by the manu-
facture of corn sugar, which is now
growing in popularity, according to
Dr. H. T. Barnard, president of the
American Institute of Baking. Some
other devotees of applied chemistry
are using quite a bit of the afore-
said surplus in making a potent liquid
product which appears to be in rather
steady demand.

"FROM OAKLAND TO ORLANDO."

Such was the legend, done in
chalk, carried on a dilapidated Ford
car going eastward that rested its
mud-covered wheels as it stood on
the Bay St. Louis ferry landing last
Sunday afternoon. From Oakland
to Orlando meant from California to
Florida. A terrific stretch to cover,
and significant of a story. Possibly
some one was moving from one land
of promise to another. Chasin' rain-
bows, seeking the pot ends filled with
gold. There are none so blind as
those who will not see. Frequently
we have fortune in the very palm of
our hands, in our grasp, as it were.
We have modern Ponce de Leon's,
seeking in vain, restless and tireless.Here was a van of seekers for that
"Land of Fortune," the land of the
heart's desire, where the earth and
prosperity has not as yet even been
scratched, passing through it and go-
ing farther on. Would that they but
have stopped, rested and regained,
it might have ultimately been pro-
ductive of their quest? The word
Florida has magic to it. But is it a
sesame? Will the portals of health,
happiness and prosperity open at the
beckon of the thousands who trail
through our gates annually? Will an
over visited land, where every
effort is overdone and congestion
reigns, offer the like of the Missis-
sippi Gulf Coast?The plight of "Lo, the poor In-
dian," is again brought to attention
by the recent statement of Secre-
tary Work, of the Interior Depart-
ment, that \$84,000,000 of Indian
money is deposited in Oklahoma
banks, while \$24,000,000 more is in-
vested for them in Liberty bonds.
This money, with many millions al-
ready distributed and spent, was de-
rived from rich oil lands of the old
Indian Territory, which was thought
to be of little value when allotted
to the several tribes years ago.LOCAL IMPROVEMENTS AND
THOSE WHO MAKE THEM
POSSIBLE.

To the outside reader more espe-
cially to the one absent in the flesh
but present in spirit, it will be of
particular interest to learn as regard
the paying of the city of Bay St.
Louis streets by the county that
work is progressing rapidly on that
stretch of Front street from head of
St. Charles on the south side to the
Peerless factory site on the north
end, where Second and Front streets
converge.

From the north end the work of
pouring the Warrenite topping over
the concrete base is progressing rap-
idly and nearing the business sec-
tion, the latter at present receiving
its first coating of concrete for
foundation, and which is expected
will be finished when this will have
reached press.

Bay St. Louis, thanks to the pro-
gressiveness of the Board of Super-
visors, of which H. S. Weston, of
Logtown, is president, has never had
under construction such elaborate
and substantial improvement, save
the building of the sea wall, as this.
It is indeed a far cry from the pri-
mative fishing village of yesterday to
the modern Bay St. Louis of today,
with its paved streets and the many
attendant improvements.

It is a far cry from yesterday to
today. It will still be a far cry from
today to tomorrow. For it is not
reasonable to expect and will it not
inevitably follow that this one big
sweep of improvement over the city
of today will bring the morrow rich
in promises and gain?

The Echo is elated over the city's
progress and rapid advance, and
with the citizen and resident will
continue to watch with interest.
Where we can aid and support these
movements we will ever have this
task in mind and not only as a duty
but a pleasure as well. It is well to
support them in public life by whose
effort and enterprise we owe the
many strokes of progress and sub-
stantial advancement, and in return
it is well we stand by those who have
had the far-sightedness and courage
to make these things come to pass.

THE REAL ESTATE AGENT.

Call them realtors or agents as they
or you will, the fact remains there
is no agency greater for the develop-
ment and material upbuilding of a
community than the real estate agent
as we were always wont to call them.
No one accomplishes more than they.
It is by this medium that the seller
and buyer are brought together, that
trade or exchange is affected. No
one can extol better the virtues of a
community or section and draw more
strangers hitherward.

The real estate agent today is a
professional man. He stands high in
the place where he lives and works.
He works on the high plane that
leaves no room for doubt. If he
tells the stranger something about
Bay St. Louis or Waveland or any
other section of the county or Coast,
it can be relied upon. And as a
matter of fact the buyer would
rather deal with a licensed and rep-
resentative agent than some one who
might be operating quietly and as a
side line, a kind of fly-by-night be-
ing, not unscrupulous but unmindful
of the many niceties and minus ser-
vice the agent renders. Service, af-
ter all, is what counts in business.
All things being equal, the man who
serves plus service generally, and
does, get the business.

Bay St. Louis and the balance of
the Mississippi Gulf Coast is fortu-
nate in the fact of the high calibre
of the professional realty men it has.
They are comparatively doing more
to exploit and build up the Coast
than any single agency. It is re-
freshing to note this. Newspapers
will not accept the advertisement of
men who are not reputable or whose
methods of doing business are dubi-
ous. On the contrary, the press will
seek the ad. of the man whose busi-
ness reputation will shed lustre to
the advertising columns.

It is noted along the entire Missis-
sippi Coast the men who are doing
things principally are those engaged
in realty work. They are instru-
mental in helping to bring the
stranger here and locate him. It is
a factor to reckon with and we note
with more than ordinary interest that
we have such men in the business
who mean so much to our section.
May they continue in their successes
and contribute to our success.

Examinations for 175 applicants
for barbers' licenses before the State
board at Seattle, Wash., include a
test which can hardly be character-
ized as less than cruel. The would-
be tonsorial artists will not be per-
mitted to talk during the time in
which they give exhibitions of their
skill.

W. E. Blain, of Wichita, Kan., is
called the husk king of America. He
is not king of "human husks," how-
ever, but has made a fortune pre-
paring and shipping corn husks all
over the country for use in wrap-
ping hot tamales.

Although New York City continues
to be the home of more rubes than
any other locality, its agricultural
showing is not impressive. Official
farm statistics of Manhattan Island
give 5 mules, 8 horses, 17 cows, with
72 acres in cultivation, mostly pota-
toes.

HE IS WISE WHO PURCHASES
TODAY.

When the really boom set in last
spring along the Mississippi Gulf
Coast many of the timid, and we
dare say some of the other, opined
the boom was only ephemeral. They
watched with guarded opinions and
closed mouths the rapid transition.
Some gasped, others were astounded,
while many took it for granted and
invested accordingly. To some it
was like the rise and fall of Rome.
The optimistably inclined saw noth-
ing but good. The others looked on
with grave forebodings.

But such a stretch of country as
our own incomparable Gulf Coast
country was bound some day to come
into its own. This was seemingly
assumed. And the day was at hand.
A full set in during the hot period,
but at no time did the boom fall. It
simply rested. And again it gained
momentum and has been going ever
since.

Some are of the opinion that land
and other realty values have about
reached a limit. This is predicated
on the fact that values have at the
minimum measure trebled, and see
little or no chance for further ap-
preciation. However, he is wise who
even at this day will invest. Out-
siders are coming and more to fol-
low. The Mississippi Coast Club,
with its promulgations, will attract
thousands to these shores and con-
fines. They will not be slow to be
attracted, to see with vision and act
accordingly. And he is wise who
will purchase today. There is no
telling where the rise will stop. For
have we not climate, water, scenery
and general beauty and healthfulness
to back this section of the country?
The man who buys today will be the
lucky fellow tomorrow. Every dol-
lar invested in Gulf Coast country is-
backed by many dollars more of cli-
matic and other natural conditions,
combined in one, that do not exist
elsewhere. California is too far
away from the center of things and
civilization; Florida is too hot in
summer. The Mississippi Gulf Coast
has well been termed the country of
four seasons in one, so well balanced
and blended do the elements dwell
here. Elsewhere in this issue of The
Echo will be found a page advertise-
ment of the Gulf Coast. This is the
first of a series of expenditure of a
hundred thousand dollars. Others
will follow. Watch the Gulf Coast.
Invest today.

A COUNTRY OF HEALING AND
CURATIVE POWERS.

Many visitors from the cold and
bleak North and Northwest who
come to the Mississippi Gulf Coast
find in many ways benefits which
are not to be had elsewhere. With
the adjoining interior country rich
in ozone, no where has nature en-
riched with drinking water as this
section. Chemical analysis has proven
time and again the healthfulness
and curative properties of our ar-
tesian water. We hear nothing of
the drinking water in Florida. In
California, in Los Angeles, for in-
stance, we know from personal visit
the drinking water is not there. For
over forty miles through open via-
cumbing down and through
mountain tops and sides the water
is carried into the city.

In Bay St. Louis, Pass Christian,
Gulfport, Biloxi and all intermediate
points and as far if not beyond Pas-
s Christian, the water comes up from
the ground at one's very door. Sink
an artesian well where you may along
this vast stretch and nature's best
table water, and of curative value,
comes bubbling to the earth top and
shoots upwards high into space. This
is something the visitor, the new-
comer does not have to buy. It is
everywhere and in abundant supply.
Only last week The Echo pub-
lished the story of the man from
Minneapolis who was made the hap-
piest man. For many years he was
a sufferer from sciatic rheumatism.
He traveled the country over in vain.
Coming to the Gulf Coast and drink-
ing our curative waters, he was
cured.

Another, from Chicago, one of the
Rothschilds, had been to Europe
many times, had visited French Lick
to regain his lost health. He, too,
sought in vain until he visited the
Mississippi Gulf Coast. He tele-
graphed his solicitous daughter this
characteristic message, that he was
100 per cent better. And this in
two instances only. No doubt there
are many others. But we need go
no further. Here are testimonies
of value. It is undeniable our wa-
ter has therapeutic virtue. Can we
ask for more? Fortunate, indeed, is
he who would come to the Coast and
share in nature's gifts as only exist
here and no where else.

A man's strongest friend is usual-
ly his pipe.

To prevent automobiles from skid-
ding a device has been invented,
which discharges sand in front of the
rear wheels when required.

EXECUTOR'S NOTICE.

To the Creditors of the Estate of Rev.
P. J. Kornbrock, Deceased.
Letters testamentary on the estate of
Rev. P. J. Kornbrock, deceased, having
been granted to the undersigned on the
31st day of December, 1925, by the Chan-
celler of the County of Hancock, Missis-
sippi, notice is hereby given to persons
having claims against the estate of said
deceased to have the same duly pre-
sented and allowed by the Clerk of said
Court within six months from the date
of this notice, and to those persons
claiming against the estate to present
their claims within six months from
the date of this notice.
JOHN M. FLENDEN, Executor.
Bay St. Louis, Miss., Dec. 31, 1925.

MUSCLE SHOALS POWER.

Although higher prospects for final
disposition of Muscle Shoals by Con-
gress in the near future are not par-
ticularly bright, it is of interest to
the public to know that the power
now being generated there is being
devoted to useful purposes.

Through a temporary arrangement
between the government and the Ala-
bama Power Company, the power
from the units already installed and
in operation has been sent into
Georgia and the Carolinas to relieve
the shortage in those States caused
by the recent severe drought.

Requests have been made to the
War Department urging that other
Muscle Shoals units be similarly
utilized when installed, so that this
power may be of some benefit to the
South during the time which must
elapse before Congress shall agree
upon a permanent policy for the pro-
ject.

While a joint resolution providing
for a committee of Congress to in-
vite bids has passed the House, there
may be considerable opposition in the
Senate, where Senator Norris has in-
troduced a bill providing for govern-
ment operation.

Whether a definite settlement of
this long standing and vexatious
question can be made at the present
session is a matter over which there
is much difference of opinion, but
it is gratifying to know that an ar-
rangement has been made whereby
industries of the South may derive
some benefit from Muscle Shoals
power in the meantime.

"THE SEA SPRITE."

This is the title of an annual pub-
lication from Bay St. Louis for the
past two or three years that for lit-
erary merit and interest surpasses
anything yet seen hereabouts. "The
Sea Sprite" is a school annual pub-
lished by the academicians of St.
Joseph Academy, of Bay St. Louis,
printed on super-enamelled paper,
bound in handsome cover; replete
with half tone cuts and carrying es-
says, poems and bright and sparkling
bits of wit. Hence, it is of interest
to note in the weekly contribution of
news notes and other bits from the
academy, published weekly in The
Echo columns, that since the holi-
days have elapsed the Seniors and
Juniors are getting ready on the ed-
itorial work for the Sea Sprite, which
will come from the press about the
closing time of the present session,
some time in June. If we are to
judge the success of the forthcoming
edition by its predecessors, then we
feel secure in the anticipation of a
greater and better number. The
motto of the publication seems to be
"Onward and Upward." In renew-
ing our well wishes we wish to con-
gratulate all concerned in the get-up
of "The Sea Sprite."

EDITORS BOOST STATE.

Whenever any movement for the
promotion of community interests is
proposed, it goes without saying that
local newspapers are expected to
give it wide publicity and support.
And they never fail to meet the ex-
pectations of the public.

The editors of Alabama are going
a step farther—in fact, several steps
farther. They have initiated a state-
wide campaign for giving publicity to
the advantages of Alabama as a
whole.

This campaign was originated by
President J. C. McLendon, of the
Alabama Press Association, who has
called several conferences of news-
paper men and leading citizens of
the State, resulting in the organiza-
tion of a corporation, to be operated
not for profit, which will be financed
by business and industrial leaders,
for the purpose of conducting a sus-
tained publicity effort.

Appropriately enough another
newspaper man, R. B. Vail, has been
named as secretary of the organiza-
tion, which will begin to function
immediately. Thus the editors of
Alabama are nobly upholding the
reputation of the craft for unselfish
devotion to the public welfare, as is
being done by newspapers every-
where.

ACUTE RHEUMATISM
HELPED AFTER YEARS
OF SUFFERING

However acute and severe a case of
rheumatism may be, it can be greatly
relieved by this simple home treat-
ment.

"I was taken with a pain in my left
leg, and for thirty-five days I could
not sit up," writes John Smith of
Shock, Ky. "I had two doctors, but
I got no better until I began using
Sloan's Liniment. Before I had used
one bottle I could sit up, and now I
can walk without a cane."

And it is amazing—the quick, gen-
uine comfort that Sloan's gives to
even the most long-standing rheu-
matic aches.

No need to rub even. A little Sloan's
patted lightly on—and a healing tide
of fresh, germ-destroying blood begins
singing through the aching places. Be-
fore you can believe it, the pain, swell-
ing and stiffness are relieved. Get a
bottle today. All druggists—35 cents.

Sloan's
Liniment
KEYS BRAND

Hancock County Insurance Agency
FIRE
TORNADO
AUTOMOBILE
LIFE

INSURANCE

CASUALTY
BONDS
FIDELITY
JUDICIARY

IN ALL ITS BRANCHES
Let Us Take Care Of Your Needs

A. A. Scalfido,
S. L. Engman, Agents.

Phone 108
Hancock County Bank

January

1

WAS

Dividend Day
for investors in

Mississippi Power Company's

Cumulative Preferred Stock

7.14%

SEVERAL hundred Mississippians, residing in all parts of the State, received on that day, the regular quarterly dividend of \$1.75 per share on their holdings of this investment security. Other dividend days are April 1st, July 1st, and October 1st.

THIS is one obligation you don't have to collect. Just deposit your dividend checks in the bank as they are received regularly every 3 months.

Investigate! Then Invest.

Full Information Without Obligation.

Investment Dept. Gulfport, Miss.

MISSISSIPPI POWER COMPANY

IMPORTANT NECESSITY

Says New Orleans Business Man Writing About Mul-En-01

We recently received a letter from Mr. Newton G. Broome, President of Broome's Printing Office, in which he says that Mul-En-01 has meant so much to him that he felt he ought to write us a word of praise. We asked Mr. Broome if he would object to our publishing his letter and he said "No, indeed. If what I have found out about Mul-En-01 through using it can be the means of others giving it a trial, you can certainly publish my letter."

So here is Mr. Broome's letter just as he wrote us:

"I feel it incumbent upon me to say a few words to you in praise of your wonderful Mul-En-01.

"For several years it has been one of the important necessities in my medicine chest, and I use it in various ways. I have found it particularly beneficial as a mouth wash for sore or bleeding gums; hence I keep it handy for that reason as well as for cuts or other uses that antiseptic is used for. I cheerfully recom-
mend Mul-En-01 to any one."

Mul-En-01 has been in use for over 40 years. It is sold by all druggists and general stores in 15c, 30c and 60c sizes. Give Mul-En-01 a trial. Buy a bottle today.

ANTISEPTIC MUL-EN-01

A modern wood-working machine will turn out a perfect baseball bat in 30 seconds.

The Excellence OF OUR Dining Car Service

has won for the "Old Reliable" a nation-wide reputation. The very finest food the market affords is prepared by trained chefs and immaculately served by courteous and attentive waiters. Comparison shows that the prices charged for these excellent meals are as low as, or lower than, those prevailing in first-class hotels, restaurants and cafes.

Almost every lay the Passenger Department of this Railroad receives unsolicited letters of commendation on our dining-car service. These letters come from experienced travelers who know and appreciate the best from women traveling with children, who have been shown some particular courtesy or have had some article of food especially prepared.

Nothing adds to the charm of travel more than having good meals, well-cooked, well-served, and at moderate prices. Remember that the dining-car service of American railroads is operated at a loss to the carriers and is made available simply to add to your comfort.

IRON

Now—only 23 hours to the MISSISSIPPI GULF COAST

—Famous Winter Playground of the Old South
brought to the very doorway of the Middle West

Note to Mississippi Coast People:

This advertisement—a full page—appeared Tuesday, January 5, in the Chicago Daily Tribune and on Thursday, January 7, it appeared in half-page size, in the following newspapers:

NEWSPAPER	CIRCULATION
Chicago Daily Tribune	658,948
Cincinnati Enquirer	67,040
Cleveland Plain Dealer	199,628
Columbus Dispatch	103,526
Des Moines Register & Tribune News	182,262
Detroit Free Press	190,146
Indianapolis News	125,827
Kansas City Star-Times	485,219
Minneapolis Journal	116,408
St. Louis Globe-Democrat	226,579
St. Paul Dispatch-Pioneer Press	158,800
Total Circulation	2,494,383

This is the first of the Mississippi Coast Club advertising campaign. Proof of additional advertisements, folders, literature, etc., will be sent to you as they appear.

Warren Jackson, Managing Director
MISSISSIPPI COAST CLUB

These and many others
have already invested millions

The Illinois Central Railroad
The Edgewater Beach Hotel Interests
The Louisville and Nashville Railroad
Insull Public Utility Interests

Now, by recent extension and improvement of Illinois Central direct fast service, Chicago is only 23 hours from the rapidly developing Mississippi Gulf Coast.

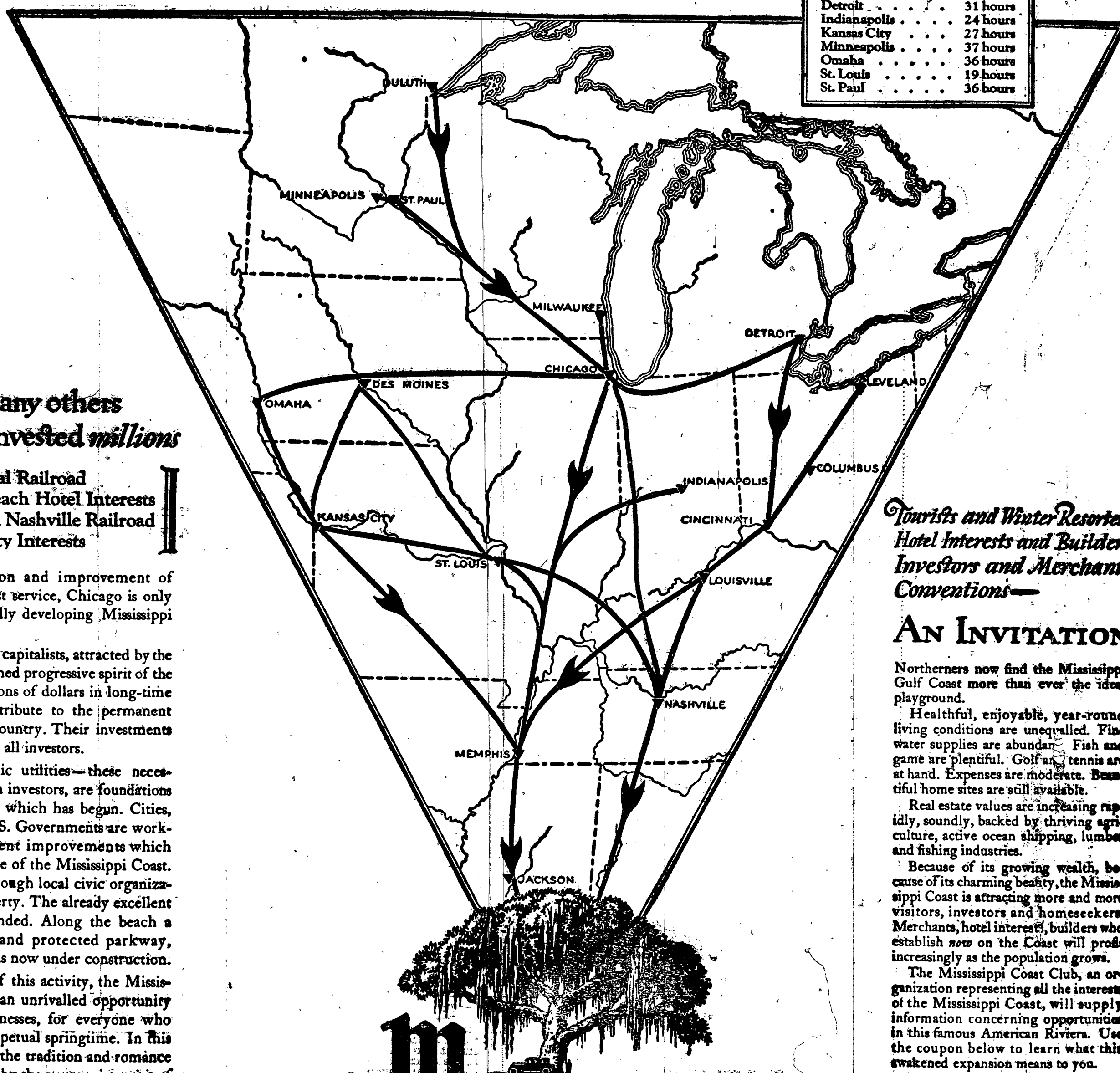
Conservative Northern capitalists, attracted by the natural wealth and awakened progressive spirit of the Coast, have invested millions of dollars in long-time developments which contribute to the permanent stability of this growing country. Their investments open the way to profit for all investors.

Railroads, hotels, public utilities—these necessities, backed by Northern investors, are foundations for the substantial growth which has begun. Cities, counties, the State and U. S. Governments are working together on permanent improvements which assure the economic future of the Mississippi Coast. The alert Coast cities, through local civic organizations, are improving property. The already excellent highways are being extended. Along the beach a wide double boulevard and protected parkway, twenty-eight miles long, is now under construction.

As the natural result of this activity, the Mississippi Gulf Coast is today an unrivalled opportunity for investors, for all businesses, for everyone who would live happily in perpetual springtime. In this charming country, where the tradition and romance of the Old South is stirred by the progressive spirit of the New—here is your opportunity to profit as the Coast increases its splendid wealth.

Northern Cities Close to Mississippi Coast

Chicago	23 hours
Cincinnati	23 hours
Cleveland	32 hours
Columbus	28 hours
Des Moines	37 hours
Detroit	31 hours
Indianapolis	24 hours
Kansas City	27 hours
Minneapolis	37 hours
Omaha	36 hours
St. Louis	19 hours
St. Paul	36 hours



Tourists and Winter Resorters
Hotel Interests and Builders
Investors and Merchants
Conventions—

AN INVITATION

Northerners now find the Mississippi Gulf Coast more than ever the ideal playground.

Healthful, enjoyable, year-round living conditions are unequalled. Fine water supplies are abundant. Fish and game are plentiful. Golf and tennis are at hand. Expenses are moderate. Beautiful home sites are still available.

Real estate values are increasing rapidly, soundly, backed by thriving agriculture, active ocean shipping, lumber and fishing industries.

Because of its growing wealth, because of its charming beauty, the Mississippi Coast is attracting more and more visitors, investors and home-seekers. Merchants, hotel interests, builders who establish now on the Coast will profit increasingly as the population grows.

The Mississippi Coast Club, an organization representing all the interests of the Mississippi Coast, will supply information concerning opportunities in this famous American Riviera. Use the coupon below to learn what this awakened expansion means to you.

Before you visit the Coast, let the Mississippi Coast Club send you information about living accommodations. Winter visitors have crowded the present hotels to capacity.

MISSISSIPPI COAST CLUB
Office: Biloxi and Gulfport, Mississippi



Mississippi Coast Club

To promote the welfare of the Mississippi Gulf Coast

Warren Jackson, Managing Director

MISSISSIPPI COAST CLUB

Biloxi and Gulfport, Mississippi

Please send me information about the Mississippi Gulf Coast:

☐ Business Opportunities ☐ Home-seekers

☐ Investments ☐ Sports and Recreation

Name _____

Address _____

Business _____



Political Announcements.

FOR MAYOR.

The Sea Coast Echo is authorized to announce

WM. C. SICK

a candidate for the office of Mayor of Bay St. Louis, subject to the action of the Democratic primary.

H. C. GLOVER

a candidate for the office of Mayor of Bay St. Louis, subject to the action of the Democratic primary.

G. Y. BLAIZE

a candidate for the office of Mayor of Bay St. Louis, subject to the action of the Democratic primary.

FOR CITY MARSHAL.

The Sea Coast Echo is authorized to announce

ROBERT E. MAYNARD

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

PETER RAMOND

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

ALBERT JONES

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

JOHN O'NEIL

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

FOR STREET COMMISSIONER.

The Sea Coast Echo is authorized to announce

FRED BANDERET, SR.

a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

ALBERT J. FAYRE

a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

AUGUST TACONI

a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

DAN J. ZIEGLER

a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

FOR ASSESSOR AND TAX COLLECTOR.

The Sea Coast Echo is authorized to announce

MURRAY T. BANGARD

a candidate for the office of City Assessor and Tax Collector, subject to the action of the Democratic primary.

FERDINAND H. EGLOFF

a candidate for the office of City Assessor and Tax Collector, subject to the action of the Democratic primary.

J. C. ROLAND

a candidate for the office of Assessor and Tax Collector, subject to the action of the Democratic primary.

FOR CITY AUDITOR AND SECRETARY.

The Sea Coast Echo is authorized to announce

THOMAS J. CONWAY

a candidate for the office of City Auditor and Secretary, subject to the action of the Democratic primary.

SYLVAN J. LADNER

a candidate for the office of City Auditor and Secretary, subject to the action of the Democratic primary.

FOR ALDERMAN-WARD 1.

The Sea Coast Echo is authorized to announce

CHARLES THAUB, SR.

a candidate for the office of Alderman, Ward 1, subject to the action of the Democratic primary.

GEORGE J. TOCA

a candidate for the office of Alderman, Ward 1, subject to the action of the Democratic primary.

FOR ALDERMAN-WARD 2.

The Sea Coast Echo is authorized to announce

JAMES MARTI

a candidate for the office of Alderman, Ward 2, subject to the action of the Democratic primary.

R. S. BLAIZE

a candidate for the office of Alderman, Ward 2, subject to the action of the Democratic primary.

NOTICE OF CITY SCHOOL BOARD.

Moved by Alderman R. S. Blaize, seconded by Alderman Edw. Heitzman and carried, the following resolution was adopted:

Whereas, The Board of Trustees of the schools of the City of Bay St. Louis, Mississippi, has presented to this Board for the issuance of Bonds for the construction of a Central School building, and estimates to the School Board and said School Board believe, recommend and urge that the Board of Mayor and Aldermen of the City issue Bonds in the sum of \$50,000, or so much thereof as may be necessary, at a rate of interest not exceeding six per cent per annum, for the purpose of building and equipping a Central School building, on the lot owned by the City, bounded by Carroll avenue and Second street, Elmer and Touline street, where the present Central School is now located, for the use of the children of the City, and for by law. But the Webb School and the Taylor School shall be maintained and continued for the children in those localities where the last mentioned schools are located.

Be it further resolved, that this resolution be published and the election be held in accordance with Chapter 16 of the law of Mississippi of 1920 and Section 3436 of the Annotated Code of 1906 of the State (Section 3088 of the Revised Code), and other sections of the Annotated Code of 1906 of the State, and that such amendments thereto as may be made and are applicable, including said Chapter 16 of the Law of 1920 and the provisions of the special charter of said city, for the purpose of notifying the people of the City of Bay St. Louis, Mississippi, of the proposed action of the Board of Mayor and Aldermen of said city and subject to the election to decide the issuance of said bonds.

Be it further resolved, that an election be held on Saturday, January 23, 1926, within legal hours, to vote on the question as to whether or not the said Bonds in the sum of \$50,000, or so much thereof as may be necessary and legal, at a rate of interest not more than six per cent per annum, be issued for the purpose of constructing a Central School building, on the lot owned by the City, bounded by Carroll avenue and Second street, Elmer and Touline street, where the present Central School is now located, for the use of the children of the City, and for by law. But the Webb School and the Taylor School shall be maintained and continued for the children in those localities where the last mentioned schools are located.

Be it further resolved, that the following named persons, to-wit: Anthony Thery, Henry Jones, William J. Jones, who are the City Election Commissioners, be and they are hereby authorized to prepare and issue the ballots and tickets for the election, and that said commissioners have provided the necessary ballots or tickets for said election, and that said ballots or tickets shall contain and embody the intention of the Board of Mayor and Aldermen of said city to issue said bonds, and to do and perform all other things required by law. On the bottom of said ballots or tickets shall be the following:

For the Bond Issue.

Alleged Bond Issue.

Be it further resolved, that the Secretary of the City of Bay St. Louis, Mississippi, and have published by and by law the following notice:

NOTICE OF ELECTION.

Notice is hereby given that a Special Election will be held at the City Hall, within legal hours, on Saturday, the 23rd day of January, 1926, to determine whether or not the City of Bay St. Louis, Mississippi, shall issue bonds in the sum of \$50,000, or so much thereof as may be necessary and legal, at a rate of interest not more than six per cent per annum, for the purpose of constructing a Central School building, on the lot owned by the City, bounded by Carroll avenue and Second street, Elmer and Touline street, where the present Central School is now located, for the use of the children of the City, and for by law. But the Webb School and the Taylor School shall be maintained and continued for the children in those localities where the last mentioned schools are located.

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Be it further resolved, that the following named persons, to-wit: Anthony Thery, Henry Jones, William J. Jones, who are the City Election Commissioners, be and they are hereby authorized to prepare and issue the ballots and tickets for the election, and that said commissioners have provided the necessary ballots or tickets for said election, and that said ballots or tickets shall contain and embody the intention of the Board of Mayor and Aldermen of said city to issue said bonds, and to do and perform all other things required by law. On the bottom of said ballots or tickets shall be the following:

For the Bond Issue.

Alleged Bond Issue.

Be it further resolved, that the Secretary of the City of Bay St. Louis, Mississippi, and have published by and by law the following notice:

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PROCEEDINGS OF THE BOARD OF MAYOR AND ALDERMEN.

Moved by Alderman R. S. Blaize, seconded by Alderman L. C. Carver, and carried, that the City Secretary re-advertise for bids to be held at February meeting, 1926, for contract for city lights, bids to be on publication on request for bids a follows:

CITY LIGHT CONTRACT.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, Mississippi, until Saturday, February 6th, 1926, at 5 o'clock p. m., to furnish any number of lights that may be required by the City of Bay St. Louis, Mississippi, for street lights. The bidder to designate candle power and character of globes, from 32 candle power up, and globes 40 Watt Tungsten or superior needed. This includes secondary lighting system for residences also, providing it is not burdensome to the bidder, in the lines as now established.

Said lights to be it from dark to daylight. The bidder to furnish guides, material and all other appliances necessary for the lights. Bidder specifying conditions or allowances when lights shall be out or not lighted for any cause. To light up the City of Bay St. Louis within the limits as now lighted and in all parts within the city as may be required from time to time by the Board of Mayor and Aldermen. With prices and rates for new lights where extensions are needed the lights as now established.

The prices and rates bid as above set out for a period of two years from date of bid, 1926. Bids to include the prices for all lights as now used and installed, including the fixture and city clock, and for all lights as now used and installed. The successful bidder is expected to furnish a good and valid bond for the faithful performance of the contract entered into in the sum of \$5,000.00.

The City reserves the right to reject any and all bids.

Bay St. Louis, Miss., January 2, 1926.

SYLVAN J. LADNER, Secretary.

There being no further business appearing, the Board adjourned.

S. J. LADNER, Secretary.

WORK AND PLAY

AT S. J. A.

Lecture.

The faculty and students of St. Joseph Academy enjoyed the Shakespearean lecture and recital given last Monday by Mr. E. Bryon, of New York. As You Like It, Macbeth and Julius Caesar were strikingly portrayed, besides the last scene of Dr. Jekyll and Mr. Hyde. But the English composition of the next day on "What we learned from the recital" spoiled our joy.

Better Late Than Never.

The Seniors need not feel so important now, for they have nothing their juniors this week and are quite excited over them. Oh, no! they have decided to initiate these long-waited-for articles themselves.

"Juniors Perform."

Though the subject was "Resolved, That dress is an index to character," we could not truthfully call the argument of last Wednesday a debate. Beatrice Smith and Eryn Saucier defended the subject, while Evelyn Boh and Mary Bourgeois (we could almost say) heroically opposed it. Unusually short debate, quite an interesting pastime, but we hope that in the future the Juniors will cultivate, especially during club meetings, a more serious mood. Special praise is to be given to Eryn Saucier for her well-prepared paper.

Funny.

Sr. (dictating spelling)—Benign. Mary S.—Past tense, Sr.? Sr.—Benign is an adjective. Alice—What difference does that make?

Height of Dumbness.

When the referee tells the player it is her ball—she inquires if she may take it home with her.

Vaseline a la Mode.

Mary Goodwin—I once heard of a boy that ate a whole jar of vaseline. Bessie—A hair breath Harry, huh?

Remarkable Events.

The Juniors are called D. D.'s. Santa Claus brought a certain Junior red hair.

Bessie wears another ring. Vivian takes advice from one of her classmates.

Mary B. broke a certain New Year resolution. Beatrice is waiting for the Ides of March.

Margaret wears a bright scarf new. Evelyn's heart is falling. Vickie wants Dixie's dream to be a reality.

Alberta has begun a diary.

Well Known Facts.

Louise is advertising for a secretary.

There is a Baylor school in Chattanooga.

Melva prefers an airfare for a pet. Kitty often gets inspirations.

Alice was so much interested in comparing hand writing this week.

Roll of Honor.

Seniors: Bessie Batson, Alice Blaize, Mary Seafide, Caroline Logan, Kitty O'Leary.

Juniors: Goldyne Brown, Vivian Blaize, Beatrice Smith, Alberta Beyer, Mary Bourgeois, Vickie Gabrielle.

Sophomores: Dixie Dodge Leone Gilbert, Ellen Sullivan, Melville Weinacker, Lois Hobbs.

Freshmen: Anna Dale Crawford, Kathleen Renshaw, Marie Accardo.

FOR ONLY

\$16.50

You Can Buy a 6 Volt, 13 Plate 80 Ampere Hour

Ford BATTERY

With Long Life Capacity, and Starting Ability

A GOOD RADIO BATTERY.

EDWARDS BROS.

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Hazel Kergosian, Verna Batson, Judith Mauffray, Marion Santer, Jeanie Benedetto, Lois de Armas, Lucile de Armas, Ida Mae Allingham.

Eighth grade: Anna Mae Blaize, Vivian Egloff, Gertrude Partridge, Mary Benedetto, Elizabeth Crawford, Cecile Carver, Imelda Ramond, Edith Ballard, Edith Ansley, Marion Heitzman.

Seventh Grade: Marie Quintini, Joan Mauffray, Elise Quintini, Edith Mary Graham, Carrie Schiro, Julie Boudin, Suzanne Starlippo, Adele Gabrielle.

Sixth Grade: Effie Power, Alice Lee Byrnes, Grace Redding, Marjorie Banderet, Yvonne Strong, Catherine Redding, Nicola St. Angelo, Catherine Benveniste, Mildred Schindler, Mary Dargham, Vivian Heitzman, Nola Lizana, Antoinette Partridge, Elise Lizana, Ruth Ballard, Anita Starlippo, Alice Peeney, Margaret Larose, Yvonne Lacoste, Helen Wolfe.

Fifth Grade: Joyce Wolfe, Muriel Rotge, Mildred Lincoln, Alexandra Gabrielle, Catherine Seafide, Frances Seafide, Mary Byrnes, Geneva Puchere.

Fourth Grade: Adelle Graham, Bernice Johnston, Jeannette Anderson, Rita Younger, Edith Spornino, Clare Younger, Alice Camors.

THE BLIZZARD?

WHAT IT IS.

Maybe you have had the freezing question propounded to you already. If not, expect the Blizzard to blow into your pockets at any time for a donation. The Bay School girls' basketball team is this Blizzard, and they have planned not to expand all their fury on the Coast, but want to make a tour of the southern part of this State and western Louisiana, giving the people of the interior some idea of the Coast storms. This they will do, by showing their wit and skill on the basketball court. This can only be accomplished by the efforts and good will of their friends. If you want an idea of how the Blizzard has blown up, go to the basketball court any afternoon and see the girls take and apply the strenuous coaching given them by Miss Mamie Harper (their coach).

If you wish to know the progress of the team, ask any of the squad: V. Chapman, K. Erwin, J. Straughn, E. Tremoulet, L. Gex, R. Almany, M. Adams, B. Sick, H. Chapman, N. Gex, M. Baker, A. Mont, E. Perre, M. Summersgill, E. Ladner, L. Erwin.

CHANCERY SUMMONS No. 2854.

The State of Mississippi.

To Edward Delvalle, if alive, and, if dead, his unknown heirs at law and legal representatives, if alive, and, if dead, his unknown heirs at law and legal representatives, and all persons having or claiming any right, title or interest in and to the following described land, lying and being in the First Ward of the City of Bay St. Louis, Hancock County, Mississippi:

The west 150 feet of Lot 527, of the First Ward of the City of Bay St. Louis, as per the Drake Map or plat of said city, made by E. S. Drake, and filed in the office of the Clerk of the Chancery Court of Hancock County, on May 1st, 1923.

You are commanded to appear before the Chancery Court of the County of Hancock, in said State, on the 1st day of February, A. D. 1926, to defend the suit in said court of R. L. Genin and E. J. Cox, wherein said R. L. Genin and E. J. Cox are defendants, in a suit to confirm title.

This 15th day of December, A. D. 1925.

A. A. KERGOSEIN, Clerk.

By A. G. FAYRE, D. C.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Supervisors of Hancock County, at the office of the Clerk of said Board, not later than 11 o'clock A. M., on MONDAY, FEBRUARY 1, 1926, for building bridge over road from Caesar Road, at or near James Hester's, to County Line, at or near James Hester's, as per plans and specifications on file in the Clerk's office.

Each bid to be accompanied by cash or certified check in the sum of \$100.00. The successful bidder shall furnish bond in the amount of his bid.

Bidders shall bid on both funds at one time and the said bid shall not be sold separately.

The Board reserves the right to reject any and all bids.

This 8th day of January, A. D. 1926.

A. A. KERGOSEIN, Clerk.

By A. G. FAYRE, D. C.

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STATEMENT OF THE FINANCIAL CONDITION OF THE PEARLBOY BRANCH OF THE HANCOCK COUNTY BANK.

Located at Logtown, in the County of Hancock, State of Mississippi, at the close of business December 31, 1925, made to the Superintendent of Banks.

RESOURCES.

Overdrafts, Deposits, \$ 485.94

Guaranty Fund with State Treasurer, 500.00

Due from other Banks, commercial or reserve funds, 172,809.35

Total, \$173,795.29

LIABILITIES.

Capital Stock, \$ 10,000.00

Individual Deposits subject to, 93,247.04

Savings Deposits, 70,548.25

Cashier's Checks, 10,000.00

Total, \$173,795.29

I, Leo W. Seal, Cashier, do solemnly swear that the above is a true statement of the financial condition of the Branch of the Hancock County Bank, located at Logtown, in the County of Hancock, State of Mississippi, at the close of business on December 31, 1925, to the best of my knowledge and belief.

Correct—Attest: LEO W. SEAL, Cashier.

H. S. WESTON, R. C. BUNMAN, Directors.

State of Mississippi, County of Hancock, sworn to and subscribed before me, J. A. Breath, a Justice of the Peace and ex-officio Notary Public, this 12th day of January, 1926.

(Seal.) J. P. and Ex. Officer Notary Public. My commission expires first Monday in January, 1928.

NOTICE TO CANDIDATES.

Official notice is hereby given to candidates for the municipal primary election, February 23, 1926, that all names in order to get on the official ballot, must be filed with the undersigned secretary on or before Wednesday, January 20, 1926, midnight. After that date no name will be accepted.

GEORGE R. REA, Secretary City Dem. Executive Committee. January 7, 1926.

CHANCERY SUMMONS.

The State of Mississippi.

To Frank Stevens.

You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the fourth Monday of April, A. D. 1926, to defend the suit in said court of Edwena Stevens, being a suit for divorce, wherein you are a defendant.

This 8th day of January, A. D. 1926.

A. A. KERGOSEIN, Clerk.

By A. G. FAYRE, D. C.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Supervisors of Hancock County, at the office of the Clerk of said Board, not later than 11 o'clock A. M., on MONDAY, FEBRUARY 1, 1926, for furnishing to Hancock County, one desk for court room as per plans and specifications on file in the Clerk's office. The Board reserves the right to reject any and all bids.

This 8th day of January, A. D. 1926.

A. A. KERGOSEIN, Clerk.

By A. G. FAYRE, D. C.

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This 8th day of January, A. D. 1926.

A. A. KERGOSEIN, Clerk.

By A. G. FAYRE, D. C.

250,000 EXTRA VOTES
Will Be Credited Every Candidate Who Turns In
Ten Two Years Subscriptions During First Week.

10 PER CENT
Cash Commission Guaranteed Every Active
Non-Prize Winner Who Enters Campaign.

The Sea Coast Echo

ANNOUNCES

A Big Open-To-All

"Everybody Wins"

PRIZE CONTEST

In a six and a half weeks' Subscription Campaign, just starting. Competition is open to Men and Women, married or single, and boys and girls of the more ambitious sort residing in this city and surrounding territory. It costs nothing to try, and every

active participant is guaranteed a prize or a liberal cash commission. Read this announcement carefully—every word of it—then clip the coupons on page six and send them in today. Remember, a good start is the battle half won.

THE PLAN IS NEW, THE REWARD BIG, THE WORK EASY
THE GRAND CAPITAL PRIZE

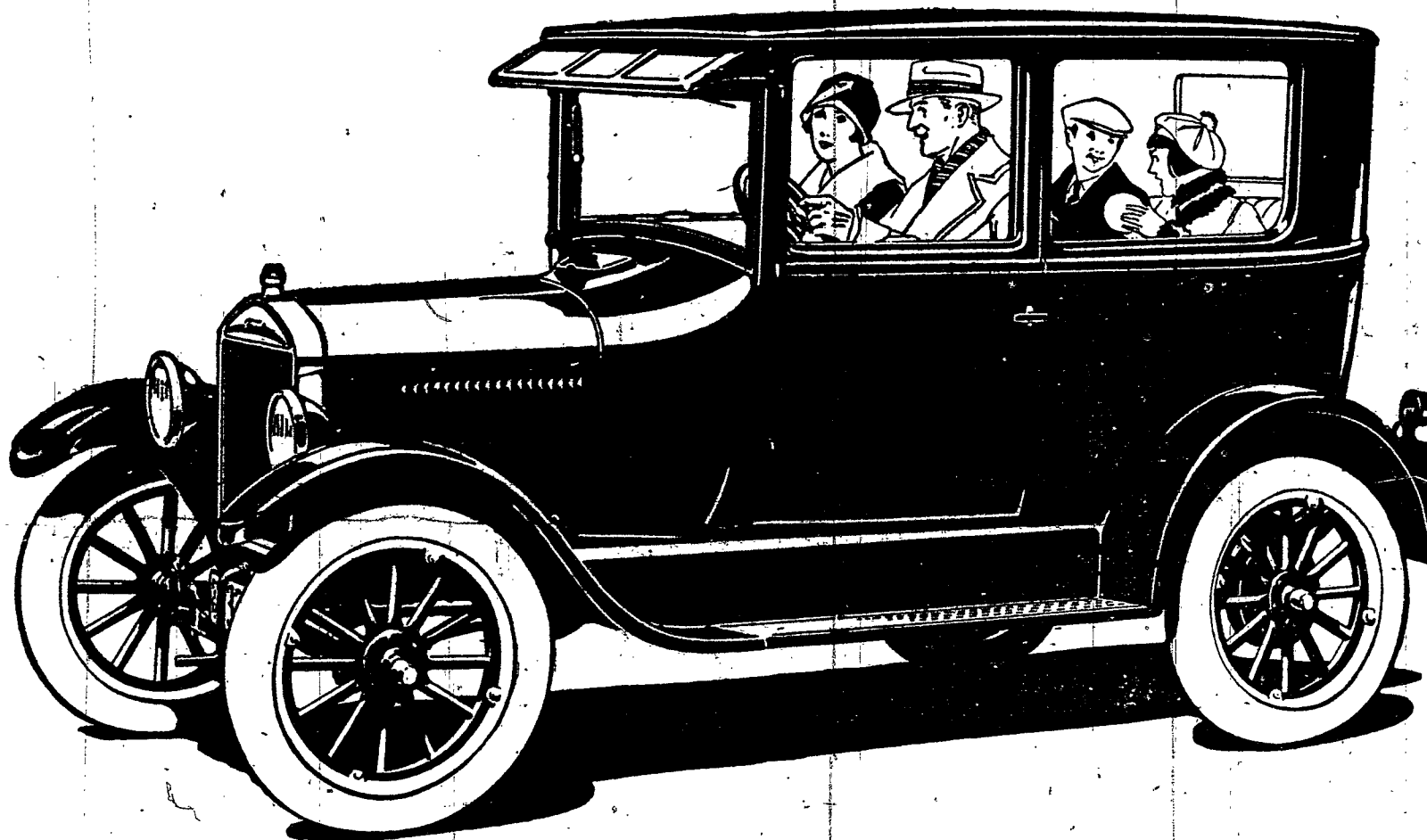
1926

Latest Model, Fully Equipped
Balloon Tires

Ford Sedan
Valued at \$775.00

Purchased from Edwards Bros.

Campaign Officially Opens
JANUARY 18th.



Enter Today and Carry Away
This—America's Most Coveted
Automobile. You Can Do It!
Easy To Enter—Easy To Win

Campaign Closes March 5th.

Second Grand Prize—Solitaire Diamond Ring
WORTH \$125.00
Purchased from and on display at Bay Jewelry Store

Third Grand Prize—Radio Set
WORTH \$100.00
Free installation to winner, purchased from and on display at the Coast Electric Co.

Rules and Regulations

1. No salaried employee of this newspaper is eligible to enter this competition. This does not apply to country correspondents.
2. Any other reputable man, woman or child residing in this city or surrounding territory is eligible to enter this campaign and compete for the prizes.
3. The winners of the prizes will be decided by their accredited votes, said votes being represented by ballots issued on subscriptions and coupons clipped from the papers. This newspaper reserves the right to include advertising and job printing if so desired.
4. Participants in this campaign are not confined to their own town or community in which to secure votes, but may take orders anywhere in this section; or, for that matter, anywhere in the State or United States.
5. Cash must accompany all orders where votes are desired.
6. Votes are free. It costs the subscriber nothing extra to cast their votes for their favorite. Votes must be asked for at the time of paying subscription, otherwise subscribers waive this privilege.
7. Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race, his or her votes will be cancelled. Neither will it be permissible for candidates to give or transfer subscriptions to another candidate. Votes on such transferred subscriptions will be subject to disqualification at the discretion of the management.
8. Any collusion on the part of candidates to nullify competition, or any other combination formed to the detriment of candidates or this newspaper, will not be tolerated. Any candidate taking part in such combination stands liable to forfeit all rights to a prize or commission.
9. All votes issued on ballots may be held in reserve and cast at the discretion of candidates or this newspaper. The free coupon appearing from time to time in the paper must be cast before the expiration date appearing thereon.
10. In the event of a tie for any one of the prizes, a prize of equal value will be given each tying contestant.
11. Participants in this campaign are authorized agents of this newspaper, but it is understood and agreed that they will be responsible for all moneys collected and will remit such amounts in full each day to the campaign department.
12. No statement or promise made by any representative or candidate varying from the rules and statement appearing through the columns of this newspaper will be recognized by the publisher.
13. In case of typographical or other error, it is understood that neither the publisher nor campaign manager shall be held responsible except to make the necessary correction upon discovery of same.
14. Candidates who remain ACTIVE to the finish, but fail to win one of the regular prizes offered, will be paid a ten per cent cash commission on all subscription money turned in to their account. It is distinctly understood, however, that in the event any candidate becomes INACTIVE, failing to make a regular cash report, he or she will, at the discretion of the management, become disqualified and thereby forfeit all right to a prize or commission.
15. To insure absolute fairness in the awarding of prizes, the race will be brought to a close under a sealed ballot box. During the entire last "period" of the campaign, a ballot box—locked and sealed—will repose in the vaults of a local bank, where candidates and their friends will deposit their final collections and reserve votes. In this way, no one, not even the campaign manager, can possibly know the voting strength of the various candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.
16. This newspaper reserves the right to amend the rules and conditions of this campaign, if necessary, for the protection of candidates or this newspaper.
17. This newspaper guarantees fair and impartial treatment to all participants, but should any question arise, the decision of the management will be absolute and final.
18. In becoming a candidate, participants agree to abide by the above conditions.

Campaign Plan in Brief

The object of this big prize distribution is two-fold. Primarily, to increase the already large subscription list of this newspaper, to collect arrearage and advance subscription payments from present or old subscribers, and at the same time to afford the live-wire, energetic hustlers of this city and surrounding territory an opportunity to profit, and in a BIG way, through their spare time during the next few weeks. So it is a plan that works both ways, and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most valuable list of prizes ever offered by any newspaper in this section has been made ready for distribution among those who participate most actively. Ambition and energy are the only requisites for success. The plan adopted is the fairest and most impartial conceivable. There will be no "special vote offers" inaugurated during the life of this campaign; neither will there be any "special prizes" given. The plan is straightforward and simple, and is fully outlined in this announcement.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate competitive proposition for enterprising men and women, and one into which no element of chance enters. One feature of this campaign is the fact that "Everybody Wins." There will be no losers in this race!

How To Enter—What To Do

The first thing to do is to clip the Entry Coupon appearing below; fill in your name and address, and mail, or deliver, to the campaign department of this newspaper at once. This coupon entitles you, or the person whom you might wish to enter, with 6,000 FREE votes. These votes are given as a starter—to speed you on your way to win. Only one such Entry Coupon will be accepted for each entrant.

The next step is to call on, or write, the Campaign Department for a free working outfit. Thus equipped, you have but to see your friends and acquaintances and have them to pay up their subscription through you. That's all there is to it! However, let us say, you will never get anywhere unless you make the start—the earlier the better. Once started, let no one discourage you. Anything worth having is worth striving for. Six and a half short weeks and you may be riding in your own BIG automobile!

How Votes Are Secured

It takes votes to win, and they are secured in the following ways: First, by clipping the Free Vote Coupons appearing in each issue of this newspaper. There is no limit to the number of these coupons you may secure. Get your friends to saving them for you. They all count. Begin gathering them NOW while they are good for 100 votes each. After next week these coupons will be reduced to 50 votes; the following week to 10 votes, and after that they will be discontinued entirely. The only restriction placed on voting these coupons is that they must be cast before the expiration date appearing thereon.

The other, and much faster way to accumulate votes in this campaign is by securing new and renewal subscriptions to this newspaper (the right is reserved to include job printing and advertising if so desired). On each order secured a certain number of votes are issued, the number varying according to the amount paid and during which "period" same are received at the Campaign Department. See schedule of votes opposite.

The Advisory Board

It is the sincere aim of this newspaper to conduct this campaign from start to finish in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interests of participants, and absolute honesty in all dealing is guaranteed.

However, not all wisdom lies with any one man or situation, and for that reason an Advisory Board has been decided upon, whose functions shall be to decide any question of sufficient moment that might happen to arise. A committee will be selected to act as judges and award the prizes.

\$500.00 IN GOLD

A SPECIAL FUND OF \$500.00 IN GOLD has been reserved to pay ACTIVE nonprize-winners on a basis of ten per cent of their individual collections on subscriptions. Any candidate who remains active to the finish, making a regular cash report, but fails to win one of the prizes offered, will participate in this commission feature.

This arrangement insures compensation to all active candidates; and means that—

THERE WILL BE NO LOSERS IN THIS RACE

For information, Receipt Blanks, Etc., Call Phone or Write

THE CONTEST
DEPARTMENT

SEA COAST ECHO

Schedule of Votes and Subscription Price of The Sea Coast Echo

FIRST PERIOD. Embracing the first four weeks, terminating February 15.	SECOND PERIOD. Embracing the fifth and sixth weeks, terminating March 1.	THIRD PERIOD. Embracing the last four days, terminating March 5.
Amt. Votes	Amt. Votes	Amt. Votes
5 years ----- \$3.75 25,000	5 years ----- \$3.75 20,000	5 years ----- \$3.75 15,000
2 years ----- 2.00 8,000	2 years ----- 2.00 6,000	2 years ----- 2.00 4,000
1 year ----- 1.00 4,000	1 year ----- 1.00 2,000	1 year ----- 1.00 1,000

The above schedule of votes, which is on a declining scale, positively will not be changed during the competition. This newspaper reserves the right, if so desired, to include job printing and advertising in which event the above schedule of votes will obtain and in the same ratio of increase for longer orders up to a limited amount. No subscriptions will be accepted for less than one year, nor for more than five years in advance from any one candidate.

